

## *Press Announcement Notification Form*



All announcements by EPA to the press (print, radio, television, dot com, national and trade reporters) are the responsibility of the Administrator's Office Public Affairs (with equivalent responsibility in the EPA regional offices). Please use this form to notify OPA of announcement requests (this notification form does not replace communication strategies that are detailed and provide strategic planning for each announcement).

1. Notification must be done for any action occurring during the next upcoming three week period with updates provided each week of any changes. Please notify OPA of any definite actions and give absolute dates and tentative dates for those actions that are not as certain.
2. These notification forms should be sent to your Media Relations Public Information Officer (see list attached) with a cc: to Bonnie Piper and Prudence Goforth.

**PROGRAM OFFICE:** List both an AA office level communication contact and a program expert contact (The Assistant Administrator's Communication Director must be aware of all notifications).

**Communications Contact in the AA's Office:** Dayna Greenberg, 202.566.2871

**Program Expert in the Region 6 Office:** David Vogler, 214.655.7428

**SUBJECT:** provide 1-4 lines on topic or regulatory action; include information on national or regional significance and why; issues associated with action, and other specifics press office should know.

**On May 4, 2004, Assistant Administrator, for OSWER, Marianne Horinko, will visit the Dow Chemical Company in LaPorte, TX to celebrate the 1,000<sup>th</sup> facility to achieve both RCRA Corrective Action Environmental Indicators.**

**Achieving Environmental Indicators is one of the major goals of the RCRA Corrective Action Program. The RCRA Corrective Action Environmental Indicators are a means of evaluating and reporting on the acceptability of current site conditions and an opportunity for facilities and regulators to show meaningful progress at a site.**

**The Program's Environmental Indicator goals for 2005 are to have human exposures under control at 95% of the 1714 high priority facilities, and have migration of contaminated groundwater under control at 70% of the high priority facilities.**

**To date, 74% of the high priority have achieved a "yes" for human exposures and 63% have achieved a "yes" for the groundwater environmental indicator.**

**FORMAT:** Suggest form of announcement: a press release; an alert for media event; or an item for the weekly press advisory, press briefing, joint press release or other.

**- A Press Release**

**WEB SITE INFORMATION:** Identify Web site -- be as specific as possible ( http:// required). Url: All announcements must have web site information available at time of announcement; new materials on the web site must go through program office and OPA Product Review.

Information on the Region's web site is not available.

**TIMING:** Explain why it is a priority (include factors such as court-ordered or statutory deadline). Include if congressional notification is needed. Provide the desired date or location needed.

**We should plan to issue this on Tuesday, April 27 - The recognition ceremony presentation, involving Marianne Horinko, AA, OSWER and other dignitaries will take place on Tuesday, May 4, 2004 in LaPorte, TX.**